

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
March 13, 2014**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on March 13, 2014 at 8:00 a.m. at the Westin LAX located at 5400 W. Century Blvd., Los Angeles.

42 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- Supervisor Mark Ridley-Thomas
- David Merritt, JM Eagle
- Israel Mora, Courtyard by Marriott
- Ed Pomponio, DWW
- Mike Wlodkowski, Renaissance LAX
- Paul Gibbs, Crowne Plaza
- Nelson Zager, Radisson LAX
- Bob Alter, Seaview Investors
- Charles Bassett, L&R Group
- Chris Lorino, Westin LAX
- Bill Geary, Geary Realty
- Vince Buonocore, Marriott
- Steven Hall, Marriott
- Lance Lipscomb, Travelodge
- Ed Pomponio, DSS
- Omar Pulido, LAWA
- Nate Kaplan, CD11
- Barbara Yamamoto, LAWA
- Philip Ferentinos, StarLine Tours
- Kathleen Doyle, StarLine Tours
- Bruce Barnett, Bombardier
- Samantha Foley, Cerrell
- Erica Alexis, Booking.com
- Bryan Churchill, LATLB
- Christina Lupichuk, So Cal Gas
- Christina Davis, LAX Coastal Chamber
- David Riccitiello, 2nd District
- Peter Hong, 2nd District
- Fernando Ramirez, 2nd District
- Christopher Koontz, LAWA
- Joe Devon, Diamond Web Services
- Robert Cuadra, DWS
- Sam Applebaum, DWS
- Beth Kocher, DWS
- Alan Baker, DWS
- Srinath Raju, Raju Associates
- Todd Osborne, Odemco (Southwest Project Manager)
- Scott Biddinger, Avairpros (Southwest Airlines)
- Susan Perry, Kosmont Partners
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. **WELCOME / INTRODUCTIONS**

Grant Coonley welcomed the attendees and introduced the special guests.

2. **PUBLIC COMMENTS**

No comments from the public.

3. **APPROVAL OF MEETING MINUTES – January 8, 2014**

The minutes of the January 8, 2014 Meeting of the Board of Directors meeting were approved as presented.

4. **FINANCIAL REPORT**

Approval of the Financial Report was deferred to the next Executive Committee Meeting.

5. **EXECUTIVE DIRECTOR'S REPORT**

Executive Director's Report

LAPD: Captain Brian Johnson reported that the crime in Pacific Division over the first 2 months of 2014 is up 7%. The cause for the increase is from property based crimes, such as residential burglaries, GTA's and burglary/theft motor vehicles. There has been increase in property based crimes throughout the City of Los Angeles. Olympic and Mission Divisions have implemented "Predictive Policing" which uses algorithms to predict where a crime may occur.

Ambassador Contacts: The ambassadors continue to assist the property owners with the removal of panhandlers... Ambassadors report there are 6-7 homeless persons sleeping in and around the PBID area.

	Jan-13	Jan-14	Feb-13	Feb-14
Citizen Contacts	705	682	772	669
Panhandler Contacts	119	167	128	155

Security Director's Meeting: The April 2nd meeting will be held at Sheraton Gateway Hotel

The issue of Taxi Cabs staging on Vicksburg and 98th Street was raised with LAWA PD, LAPD & DOT.

LAPD & DOT are focusing on vehicles with fraudulent handicap placards.

Ocean Express Passengers

	Jan-13	Jan-14	Feb-13	Feb-14
Passengers	3360	4031	3442	3410
Tickets sold				4250
Ticket collected		3882		3320

Passenger Totals by Year

2007	2008	2009	2010	2011	2012	2013	2014
64,690	79,501	74,639	70,837	63,376	64,687	53,480	7,441
+13%	+23%	-6%	-5%	-10 %	+2%	-21%	+8% over first 2 months of 2013

Keep it Clean: On February 19th Gateway held its annual E-waste event. Gateway To LA members dropped off approximately 6 pallets electronic E-waste which will be recycled.

2014 Projects

- Ocean Express Operation – Currently negotiating new 3-year contract with DSS. The new contract includes 2 new butane shuttles. Passenger count for the year was down 20%.
- BID Renewal - Met with Anne Pajaud / Neutrogena. Working to put together a budget for two new zones that will have limited services but will incorporate the properties on 96th Street and LAWA on south side of Century Blvd.
- Shuttle APP – Proof of Concept completed and presented to board of directors at February meeting. Proposals have been sent to LAWA and Los Angeles Tourism asking for financial support in creating the app and commitments to promote the app.
- Website is being updated and a new page designed to share information on the LAWA & Metro projects in addition to Economic Development opportunities in the BID.
- Shredding events to be held on May 7, May 14, and May 21.

6. **SPECIAL GUEST SPEAKER – SUPERVISOR MARK RIDLEY-THOMAS**

Los Angeles County Supervisor for the 2nd District, Mark Ridley-Thomas, briefed members of the Gateway to L.A. Board of Director's Airport Metro Connector discussions. See attached.

7. **MOBILE APP – PROOF OF CONCEPT**

Alan Baker and Beth Kuchar presented the Mobile App concept design (see attached).